

Yunhui Huang

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3650125/publications.pdf>

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22
papers

309
citations

1040056

9
h-index

888059

17
g-index

22
all docs

22
docs citations

22
times ranked

303
citing authors

#	ARTICLE	IF	CITATIONS
1	Online customer reviews and consumer evaluation: The role of review font. <i>Information and Management</i> , 2018, 55, 430-440.	6.5	56
2	Relationship Between Intrinsic Motivation and Undergraduate Students's Depression and Stress. <i>Psychological Reports</i> , 2016, 119, 527-538.	1.7	38
3	The Out-of-Stock (OOS) Effect on Choice Shares of Available Options. <i>Journal of Retailing</i> , 2016, 92, 13-24.	6.2	36
4	Physical proximity increases persuasive effectiveness through visual imagery. <i>Journal of Consumer Psychology</i> , 2017, 27, 435-447.	4.5	34
5	Tourists and Air Pollution: How and Why Air Pollution Magnifies Tourists's Suspicion of Service Providers. <i>Journal of Travel Research</i> , 2020, 59, 661-673.	9.0	31
6	The Effects of Physical Distance from a Brand Extension on the Impact of Brand-Extension Fit. <i>Psychology and Marketing</i> , 2017, 34, 59-69.	8.2	28
7	Food pleasure orientation diminishes the "healthy = less tasty" intuition. <i>Food Quality and Preference</i> , 2016, 54, 75-78.	4.6	25
8	Downward Social Comparison Increases Life-Satisfaction in the Giving and Volunteering Context. <i>Social Indicators Research</i> , 2016, 125, 665-676.	2.7	12
9	The Minimal Deviation Effect: Numbers Just above a Categorical Boundary Enhance Consumer Desire. <i>Journal of Consumer Research</i> , 2018, 45, 775-791.	5.1	11
10	Leveraging the Numerosity Effect to Influence Perceived Expensiveness of Virtual Items. <i>Information Systems Research</i> , 2021, 32, 93-114.	3.7	9
11	Consumer susceptibility to interpersonal influence in Mainland China. <i>Asian Journal of Social Psychology</i> , 2012, 15, 140-144.	2.1	8
12	Large Online Product Catalog Space Indicates High Store Price: Understanding Customers's Overgeneralization and Illogical Inference. <i>Information Systems Research</i> , 2019, 30, 963-979.	3.7	5
13	Is online multiple-stores cooperative promotion better than single-store promotion? Misprediction from evaluation mode. <i>Information and Management</i> , 2019, 56, 103148.	6.5	5
14	How to display products available in multiple color saturation: Fit between saturation and position. <i>Psychology and Marketing</i> , 2022, 39, 809-819.	8.2	4
15	Remaining focus increases task evaluation and future task perseverance. <i>International Journal of Research in Marketing</i> , 2019, 36, 251-263.	4.2	2
16	Complements are warm and substitutes are competent: the effect of recommendation type on focal product evaluation. <i>Internet Research</i> , 2022, 32, 1168-1190.	4.9	2
17	Ownership Effect Can Be a Result of Other-Derogation: Evidence from Behavioral and Electrophysiological Studies. <i>PLoS ONE</i> , 2016, 11, e0166054.	2.5	1
18	Increasing the Sales of Virtual Goods: Leveraging the Numerosity Effect in Virtual Worlds. <i>SSRN Electronic Journal</i> , 2017, , .	0.4	1

#	ARTICLE	IF	CITATIONS
19	Dynamic Regulation Responding to an External Stimulus: A Differential Equation Model. <i>Multivariate Behavioral Research</i> , 2018, 53, 925-939.	3.1	1
20	Product Catalog Density of Online Stores: How Space Influences Store Price Perception and Consumer Preference. <i>SSRN Electronic Journal</i> , 2017, , .	0.4	0
21	Complements Are Warm and Substitutes Are Competent: The Effect of Recommendation Type on Focal Product Evaluation. <i>SSRN Electronic Journal</i> , 2018, , .	0.4	0
22	Is Online Multiple-Stores Cooperative Promotion Better than Single-Store Promotion? Misprediction from Evaluation Mode. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0